

ALL RECORDS ARE BROKEN AT HUGE TRUCK EXHIBIT

More Than 70 Makes of Commercial Cars Displayed in Vast Armory in Bronx—Movies Are an Attraction.

RIGHT from the moment the doors were thrown open yesterday for the twentieth annual motor truck show it was an assured success. Never had there been displayed such deep and abiding interest on the part of visitors; never such variety and completeness of exhibit.

This is the greatest collection of commercial vehicles ever gathered under one roof. The armory itself is the largest building ever used to display the products of one industry alone. All in all one must use superlatives when he discusses this show, no matter what the angle may be. For most of the visitors it was their first visit to the 84th Coast Artillery armory at Kingsbridge road and Jerome avenue.

The more than seventy makes of trucks and more than seventy-five of automobiles of every kind laid out on a gleaming covered concrete floor 200 by 600 feet without a post to obstruct view, under a bunting hung ceiling 110 feet high made an impressive spectacle. Simultaneously with the opening of the truck show the passenger car show opened in Grand Central Palace.

No Posts Obstruct View.

Never before have spectators at an automobile show been able to see one quarter as many as the number of trucks displayed here without going from building to building or to floor. No posts obstruct the view at the armory, a feature to be found in halls and buildings less than half its size. The steel uprights that support the roof 110 feet above the 150,000 square feet of floor are imbedded in the rock 160 feet below the surface, where they are twelve feet in diameter.

Many of the spectators told of being surprised to get to the show so quickly from downtown Manhattan, Brooklyn and New Jersey. When they reached the Jerome avenue subway station just outside the armory from the Grand Central Palace or Palace in thirty minutes and from the hotel Pennsylvania and McAlpin in about forty minutes they were delighted. Numbers of visitors complimented New York on its transit facilities.

In addition to the great variety of trucks, from the smallest and nimblest looking to big and powerful fellows that were capable of dragging Brooklyn Bridge from its piers, there were endless different kinds of novelties and specialties. Trailers to double the capacity of the truck's busy motor, Jacks, a thousand ingenious contrivances shown by more than seventy-five individual exhibitors, nothing so comprehensive as this show in from every angle has ever been seen before in automobile history.

The doors opened at 2 o'clock and at 3 o'clock motor pictures were shown in the main floor of the huge show room. Among the scenes shown on the film was that of a baby tank in action at the French front which interested the spectators intensely. Other pictures displayed trucks in action in commercial and industrial America, including camera studies of tires and other accessories under conditions of actual use. These were of particular interest to the truck owners and operators who are attending to show to learn all they can of profitable truck operation.

Noted Men to Speak.

The formal inaugural session of the Highway Transport Conference of national authorities on trucks and transportation will be held in the show room. Speakers of note gave their opinions of the great significance to the nation of motor trucks and highway transportation.

Some of the speakers who are to be heard during the Highway Transport Conference by visitors to the big truck show are Dr. P. P. Claxton, Commissioner of Federal Bureau of Education; the Hon. Grover A. Whalen, Commissioner of Plant and Structures of New York city; F. W. A. Vesper, president National Automobile Dealers' Association; P. G. Thompson, State Highway Engineer of New Jersey; Prof. Arthur H. Blanchard in charge Highway Engineering and Transportation, University of Michigan; Ray Sherman, editor of Motor World; James E. Boyle, extension professor of rural economy, Cornell University; S. M. Williams, chairman, Federal Highway Council. Many automobile manufacturers' officials and engineers will read papers, start or join in the discussions following addresses.

Truck experts, owners and operators who were present were greatly interested in observing that no marked departure from standard engineering practices was to be seen in the models exhibited.

To judge from conversations heard at various points on the big floor the ex-

pects who prophesied a more than ordinary interest on the part of the general public in trucks and transportation progress were right. One of these authorities had said that "the show is not an argument or an advertisement for truck transportation; such an appeal is no longer necessary. As a basic factor in twentieth century industry and transportation the truck is here and here to stay. The show looks to the future, and points to new economies."

S. A. Miles Is Manager.

The veteran manager of the truck and passenger shows is S. A. Miles. He is assisted at the armory by the following committee: M. L. Pulcher, Federal Motor Truck Company, chairman; A. J. Whipple, Diamond T Motor Car Company; and David Ludlum of the Autocar Company.

Following is a list of the makes of trucks that will be exhibited: Acason, Ace, Ames, Armleder, Atterbury, Autocar, Bethlehem, Brockway, Clydesdale, Commercial, Cowell, C. T. Day-Elder, Deane, Denby, Diamond T, Dodge Brothers, Morris, Federal, F. W. D., Garford, Gram-Bernstein, Graham, Hoffman, Harbord, Indiana, International, Jackson, Junior, Kelly, Kissel, Koffler, Mack, Maynard, Maynard, Nash, Oldsmobile, Packard, Pierce, Pierce-Arrow, Puffer, Reo, Republic, Rowe, Sanford, Sanford, Schmidt, Schwartz, Selden, Standard, Stearns, Stewart, Sullivan, Towor, Trailmobile, Transport, Three Point, Triangle, Union, Velle, Vim, Walker, Walter, Ward, Ward La France, Wilson, Winther and Kystone.

FIELD FOR ELECTRIC TRUCKS.

Expert Tells Where They Are Most Useful.

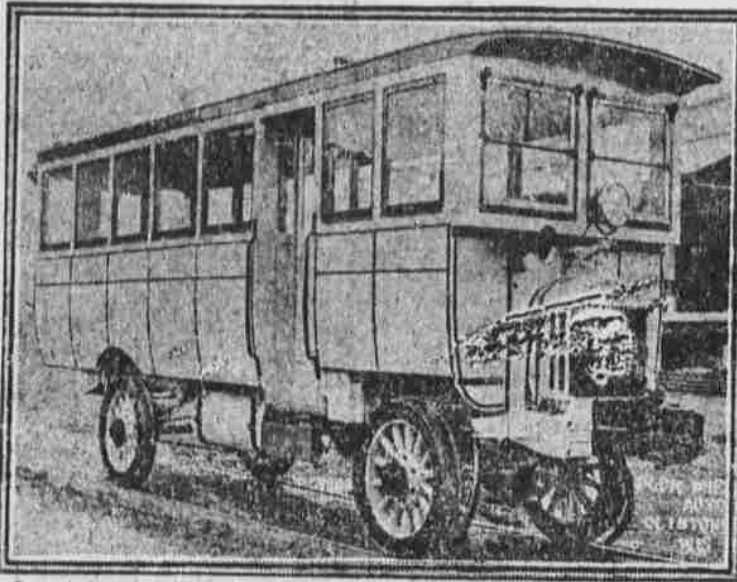
"Before another year is over the electric truck will have been given the recognition it deserves," says Harry M. Jewett, general sales manager for the Onoda Motor Truck Company, who is in the city for the truck show. Mr. Jewett was discussing the new unit drive electric truck which the Onoda company has added to its line.

"Truck transportation has divided itself distinctly into two classes. In the one class the electric truck is ideal, and in the other the gasoline propelled commercial car is necessary. The first class is city work, general haulage through congested traffic in wholesale and retail districts. Speed is necessarily restricted and the character of the work is not severe. When the speed requirements are anywhere near the same the electric truck can be operated with a saving of 50 per cent. over the gas truck. It is longer lived, is more reliable and is much more economical because of its utter simplicity and the small number of parts which are likely to wear or require repair."

"This leaves for the gasoline truck the second field, or long distance hauling, done largely off of city streets and where the requirements are more severe. The development of hard roads throughout the country has brought out transportation lines which are in actual competition with the railways, carrying fast freight and express on long and short hauls."

"Because of these respective requirements Onoda has completed its line with the addition of the Onoda electric truck, and has developed in its gas trucks a motor which will permit very high speeds over long periods. The Onoda company, therefore, is offering in its new models a truck for every purpose."

This F. W. D. Runs on Rails.



One of the seven F. W. D.'s which will be featured by the Four Wheel Drive Auto Company at the National Truck Show is a standard chassis equipped with flange wheels to run on standard gauge railroads. The need for this type of equipment was brought out by recent conferences with prominent railroad officials.

That the use of motor trucks on feeder lines will be general is the belief of the Four Wheel Drive Company's experts. Just recently an instance came to their attention. The Northwestern Pacific Railroad of California was found to be using a standard F. W. D. for switch work. Later a passenger body mounted on a standard chassis was put into operation on the Palatine, Lake Zurich and Wauconda Railroad, a feeder for the Chicago and Northwestern.

The F. W. D. being well adapted to this form of work because of its standard fifty-six inch tread, the Four Wheel Drive Auto Company is looking forward to big business in this line.

In addition to the railroad truck there will be six industrial models exhibited at the truck show, including an industrial roll off body and lumber roll off body, horizontal hoist, with combination stake and dump body, vertical hoist and end dump body, standard stake body and stake chassis equipped with pneumatic tires.

The Rainier worm drive delivery truck has attained deserved popularity within the past few years. It is manufactured by the Rainier Motor Corporation in New York city and is made in three-quarters, one ton, two and a half and two ton models.

The Rainier enhances all the proved units of construction, combined with very strong pressed steel frames, springs and wheels, forming a matchless combination for light, quick work. It has the Tinkler or Shelden axles with the David Brown worm and gear, the Continental Red Seal motor, the Brown-Lips transmission and clutch, the Simms or Raech magneto and the Zenith spark plug—all the best and most dependable units, accurately adjusted to secure the greatest service.

"Our ten years of experience as manufacturers of automotive vehicles we believe is reflected in many ways in our Paige trucks," says Harry M. Jewett, president of the Paige-Detroit Motor Car Company. "But even with a product of exceptional merit we could not have attained standing in the truck field without a countrywide dealer organization to render the necessary service. This we have. We have been building it for a decade."

"Our exhibit at the show consists of a one and a half ton truck with pneumatic tires, stake body, cab and full equipment; a two and a half ton standard truck with pneumatic tires, stake body and tire pump; a three and a half ton standard truck with dump body and hoist; and a three and a half ton long wheelbase with giant tires and driver's seat."

"We have not declined and built these trucks to meet a price, but rather with the idea principally of turning out automotive vehicles that shall be first of all sufficiently durable and reliable to do the tasks set for them with true economy of time, labor and money. For that reason we believe that any man who is interested in haulage or delivery will find their construction and specifications well worth studying."

RAINIER PROVES WORTH.

New York Made Truck in General Use.

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FUTURE OF TRUCK OUTLINED BY NASH

Motor Transportation Is Just Coming Into Its Own, Says Maker.

The comprehensive exhibit of the Nash Motors Company at the truck show is a composite reflection of those far sighted and practical policies which have made possible the success of the organization headed by C. W. Nash. That visitors to the show will find unusual attraction in the Nash exhibit is stated by those who have already viewed it.

The exhibit consists of a two ton chassis, a Nash Quad chassis equipped with a dump body, a two ton rear driven chassis equipped with an oil tank for the Texas Company, a two ton rear driven truck purchased by Morris & Co. and a one ton rear driven chassis.

"There is no doubt as to the future of the truck industry," said Mr. Nash, who with other officials of the Nash Motors Company has arrived in New York for the show. "It might almost be said that the motor truck is just beginning to come into its own. Transportation is perhaps the most important factor of commercial activity, and within the last few years the motor truck has won for itself recognition as an important unit in the matter of merchandise transport."

"To-day motor trucks are in active use in various sections throughout the country in fast freight and express service. These intercity transit companies for the most part are headed by men who have made transportation a life study; they have found in the motor truck a flexible, economical and rapid means of transporting merchandise from point to point, and in many instances the truck is used as a feeder to a main line railroad or to a branch line."

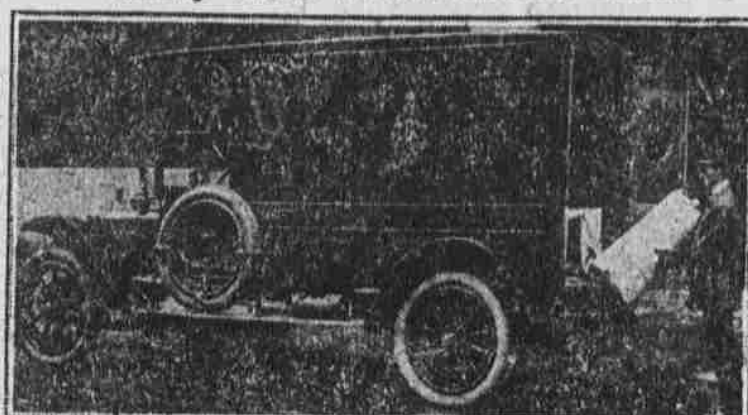
"But what to me is perhaps one of the most important phases of the future use of the motor truck is that which has to do with the farm. The agricultural industry, taken as a whole, is never slow to adopt any method or improvement that has been tested and found to be sound. The farmer, though, does insist on satisfying himself of the practicability of any implement or process before it receives his indorsement."

The location of the great Rainier factory within the limits of New York, the great shipping center, enables this truck to meet all demands promptly. To factory has been enlarged recently so that it can turn out twenty trucks a day—fifty trucks going every month to England on contract. In addition recent orders from Paris for 250; from Antwerp for 200; from Finland, Turkey, Russia, India, Africa, Australia, South America and other countries for other hundreds—show its popularity abroad.

"But America has not been neglected. District managers have been recently appointed for all sections of the United States and Canada, and the Rainier is becoming as well known in the South and Middle West as it is in and around New York city."

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Many White Trucks in New York.



Throughout the retail mercantile field, from the big fleets of concerns like Gimbel Brothers to the one truck equipment of the "neighborhood" merchant, White trucks are rendering distinguished service. The Gimbel Brothers' fleet, incidentally, consists of seventy-eight White trucks, and of these twenty-five have run more than 100,000 miles each.

BETHELEHEM IS UP TO DATE.

Electric Lighting and Starting Are Important Features.

"Bethlehem trucks," says A. T. Murray, president of the Bethlehem Motors Corporation, "are built for the future as well as the present. That's why we equip with electric lighting and starting."

"Years of experience with electric lighting and starting in the pleasure car world has benefited the entire motor industry. Think how many machines to-day are safely driven by men and women to whom a wiring diagram is as lucid as the Russian situation."

"The average truck driver is a far better mechanic than the average car owner. He has to be. So whatever added strain and abuse the truck may suffer are more than offset by the driver's ability to cope with difficulties."

"It has been clearly demonstrated by Bethlehem owners that in addition to their own personal satisfaction their employees are contented. The driver who knows he can step on a starter button instead of laboring at the crank will think twice before 'blowing the job' and he'll 'kill' the motor whenever he stops for it costs him no effort to start again."

"The efficiency of the starting and lighting system is typical of the whole Bethlehem truck. It embodies power, strength and dependability. It is the product of the Bethlehem policy of quantity production and of neither overbuilding to justify a price nor underbuilding to meet a price."

NEW BETHELEHEM TRUCK.

Three-quarter Ton Model Is Exhibit Feature.

Featured in the exhibit of the Bethlehem Motors Corporation at the national motor truck show is the three-quarter ton model announced by this company but a short time ago and received throughout the country by Bethlehem distributors with acclaim. The complete line of the company, in addition, includes the 1½ ton, 2½ ton and 3½ ton models. Specifications of the three-quarter ton model include many interesting features—electric starting, electric lighting, Bosch magneto, a motor designed in particular for this truck, bronze backed motor bearings, Spicer drive shaft, bevel gear rear axle, Ross steering gear, chrome vanadium steel springs, semi-flexible frame, Meyer's measuring rolling system and cord pneumatic tires 32x4½ front and 33x6 rear. The list price is \$1,495.

The company has pronounced this truck a thorough quality job at an unusually low chassis price. Many of the features, termed quality features, are exclusive. Demands have already been so heavy that production for the first ten months is assured on a large scale. Production on a large scale has already been started and deliveries are being made.

The offering is only in chassis form. Any type of body may be affixed without chassis interference. A standard combination body will be offered, the foundation an open express body, and this will be possible of changes from an open express body by cattle rack attachments, grain sides and canopy top—thus giving an all purpose body of four or five combinations.

WOULD CLEAR HIGHWAYS.

One of the pressing needs of the day which must not be overlooked in the opinion of H. F. Harris, general manager of the Bethlehem Motors Corporation, is the clearance of the main highways of the country of snow during the winter.

Mr. Harris believes that it is just as necessary to clear the highways of snow as to clear the railroads, due to the great importance of the motor truck in the transportation of merchandise through the country districts to the great cities where the truck is doing so much to aid in the battle for a living and in the battle to reduce the high cost of living.

Bethlehem dependable delivery trucks are being used throughout the country in amazing numbers in freight transportation, and in large fleets, and members of the Bethlehem Motors Corporation desire to see every truck kept going throughout the winter.

What a business man can learn at the motor truck show

All trade transactions hinge upon the delivery of raw materials and finished products.

Railroads are bulk and distance carriers but are limited to the route of the rails.

Motor Trucks are of varied capacities, depending on the need of the owner. They go everywhere the highways go, and many places they do not go. Their routes are unconfined.

Motor Trucks can and do make deliveries complete from producer to customer—but even in railroad hauls—they are the beginning and end of delivery.

If you are a business man with an eye to the necessities of future haulage—then you can learn the progress of the industry as related to your business at 1920 National Motor Truck Show.

New York Show—8th Coast Artillery Armory—Jan. 3 to 10, Jerome Ave. at 194th Street.

Take Lexington Ave. Subway—Jerome Avenue Trains.

FEDERAL MOTOR TRUCKS As usual, will be shown in a complete array of capacities—space F-3, at New York.

THE FEDERAL MOTOR TRUCK CO., of N. Y. INC. 545 West 57th St., N. Y. Factory—Detroit, U. S. A.

The Engineering Creed of Harry C. Stutz

I BELIEVE, first of all, that the real business of anything mechanical is to work well and wear well. Therefore, I hold simplicity, strength and serviceability above all else.

I believe, on the other hand, that an engineered product can be both strong and well designed. Then beauty can be built around these features.

I hold that true beauty is always simple and so avoid all unnecessary embellishments. Real beauty, too, is based on genuineness, and it cannot be obtained by using cheap or imitative materials. I insist on the best of everything, and never tolerate substitutes or "seconds."

Having strength and beauty, I bear in mind the point of economy and insist on applying the very limit of practical engineering to the motor so that it may get the last ounce of power out of every drop of fuel. A motor car can never be any better than the shop in which it is built and the men who build it. You can't get quality except in a rigidly disciplined shop from which all workmen except the most conscientious and expert are barred.

Finally, I believe there is a point in any factory's expansion where the quality for increased production may become decreased quality and I will never build any more cars than I can build well.

CYLEDSDALE TRUCKS

8th Coast Artillery Armory Jerome Ave. and 194th Street

This Way to the Driver under the Hood

FLEXIBILITY

In your city—your country—your haulage demands call for the best in truck construction—for the truck that can do the work. This is the truck you should sell your customers.

Study of the Selden Line at the Show will give you some new ideas as to the proper construction for the motor truck that will give long life, proper service. Look over the flexible frame, powerful motor, the sturdy springs and efficient worm drive axle. The Selden to-day is the result of engineering experimentation, study and tests in actual service. Let us explain the construction.

SELDEN TRUCK CORPN.
ROCHESTER, N. Y., U. S. A.

Space J-5
8th Coast Artillery Armory
194th St. & Jerome Ave.

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